



The Rise of Sustainable Events : Creating Memorable Experiences with Responsibility

Sustainable events are gaining popularity as organizers prioritize minimizing environmental impact and maximizing social benefits. This article explores the importance of sustainability in event management, including its advantages, challenges, emerging trends, and practical tips to get started. By embracing sustainability, events can reduce costs, enhance reputation, and leave positive legacies.

Sustainability offers strategic advantages for event organizers. By adopting sustainable practices, events can lower costs, attract conscious

By tracking achievements, events can demonstrate credibility and inspire others to follow suit, contributing to the overall progress of sustainable event practices.

Sustainable event management faces challenges such as awareness, resistance to change, industry complexity, and balancing economic, environmental, and social dimensions. Overcoming these hurdles requires a holistic approach, stakeholder engagement, continuous learning, and embracing sustainability opportunities to achieve long-term success.



attendees and sponsors, and comply with industry standards. Furthermore, sustainability creates positive impacts for host communities and demonstrates a commitment to people, planet, and profit, appealing to a growing market of conscious consumers and businesses.

Measuring and improving sustainability performance is crucial for event management. Tools like ISO 20121, GRI guidelines, and ESMS help set goals, collect data, and communicate results.

Virtual and hybrid events, circular economy practices, and events with positive social impact are among the emerging trends in sustainable event management. These innovations reduce costs, expand accessibility, eliminate waste, support local suppliers, promote diversity, and contribute to cultural development, making events more sustainable and meaningful.

To begin the journey towards sustainable event management, conduct a sustainability audit,

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join professional networks, seek expert advice, and utilize available tools and frameworks. Collaboration with stakeholders is vital, as their involvement and support drive sustainability efforts. By celebrating achievements and sharing impacts, events inspire others to adopt sustainable practices.

The rise of sustainable events aligns with the industry's growing focus on responsibility. By embracing sustainability, events can create memorable experiences while leaving positive legacies for communities and stakeholders.

Source: Different Articles

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Message from the President



Sunil More
President, IESA

Dear IESA Members,

I hope all of you are doing great.

I am happy to present to you the 36th edition of our IESA Times E-Newsletter showcasing the remarkable work and achievements of our esteemed members. This edition is filled with inspiring stories that highlight the progress and advancements within our industry.

We are excited to shed light on a new market practice in this edition, emphasizing the importance of "Creating Memorable Experiences with Responsibility." As the event and exhibition industry continues to evolve, it is crucial for us to embrace sustainable practices. We recognize that creating amazing events with zero carbon waste is not just a trend but a necessary step toward a sustainable future.

I am delighted to announce that Virtubox Infotech Pvt Ltd has joined our Association as an Associate member. Based in Noida, India, Virtubox specializes in providing cutting-edge solutions for the event industry. We warmly welcome them aboard and eagerly look forward to their valuable contribution to the IESA community.

In this edition, we feature Mod Interior, a stalwart in the industry with 23 years of experience. Founded by Mr. Girish Gujral, the company continues to thrive under visionary leadership. I am pleased to share that Mr. Abhishek Gujral, the next generation entrepreneur, has joined the business as Associate Director and is spearheading international events. Their recent success in stall designing for CPHI China showcases their expertise and dedication to excellence.

We are witnessing an event revolution with AutonomousXP, an AI-powered platform that is reshaping the industry. This revolutionary technology empowers event organizers to unlock new levels of efficiency, personalization, and interactivity, paving the way for unparalleled event experiences.

On behalf of IESA, I extend my heartfelt congratulations to Mr. R Dinesh, Mr. Sanjiv Puri, and Mr. Rajiv Memani on their recent appointments in CII. Their diverse backgrounds will contribute to the growth and development of our industry, adding valuable perspectives to drive innovation and success.

Furthermore, I take immense pride in featuring Expro Event and Deepali Design for their exceptional services rendered for the G20 and Khelo India, respectively. Their expertise and dedication have surpassed expectations, making them the trusted choice for government bodies. I extend my congratulations to both organizations for executing these prestigious events with grace and distinction. Your achievements reflect the high standards and professionalism that IESA stands for.

I would like to extend my heartfelt congratulations to all members featured in this edition. Your contributions continue to shape the event industry, inspire us all, and drive us towards a brighter future.

Thank you for your support and engagement with IESA. Together, we will continue to foster growth, innovation, and excellence in the event industry.

Warm regards.

CII (Confederation of Indian Industry) Elects New Office Bearers for 2023-24



Confederation of Indian Industry



The Confederation of Indian Industry (CII) has elected R Dinesh as its President for 2023-24. Dinesh, the

Executive Vice Chairman of TVS Supply Chain Solutions, brings extensive experience and leadership to the role. Sanjiv Puri, the Chairman of ITC Limited, has been appointed as the President-Designate,

while Rajiv Memani, the Chairman of EY India, will serve as Vice President. These appointments reflect CII's commitment to driving growth and innovation in the Indian industry.



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Welcoming Virtubox Infotech Pvt Ltd to the IESA Community



We are thrilled to announce the addition of Virtubox Infotech Pvt Ltd to our esteemed association. Based in Noida, India, Virtubox specializes in providing cutting-edge solutions for the event industry, offering a range of products and services designed to enhance engagement, information dissemination, and overall event experience.

Virtubox Infotech Pvt Ltd brings a wealth of expertise and innovation to our community. Let's take a closer look at the exceptional offerings they provide for the event industry:

Touch and Non-Touch Kiosks: Virtubox offers interactive kiosks of varying sizes (22"/32"/43"/55"/65") that serve as information hubs for event attendees. These strategically placed kiosks provide features such as event schedules, speaker profiles, exhibitor directories, floor maps, and real-time updates, allowing attendees to easily access the desired information.

Digital Signage: Their digital signage solutions utilize dynamic displays to showcase event information, sponsor advertisements, and important announcements. Digital signage can be strategically placed at key locations throughout the event venue.



Wayfinding (Navigation) Solution: We offers a comprehensive wayfinding solution to assist attendees in navigating large event venues effortlessly. This solution utilizes interactive maps and intuitive directions to guide attendees to their desired locations, including session rooms, exhibitor booths, restrooms, and food courts.

Exhibitor Directory and Product Portfolio: Attendees can explore exhibitors' products, services, contact information, and booth locations on exhibition directory, facilitating efficient planning, identifying exhibitors of interest, and scheduling meetings.

Digital Selfie Kiosks: Virtubox provides digital selfie kiosks that engage attendees through interactive experiences. These kiosks allow

users to capture selfies or group photos, apply filters, and instantly share their pictures on social media platforms.

Digital selfie kiosks enhance attendee engagement, promote event branding, and create memorable experiences.

Digital Flipbook: Their digital flipbook solution transforms traditional printed materials into interactive digital formats. Attendees can access brochures, catalogues, and event guides on touch-enabled screens, allowing them to flip through pages, zoom in on content, and interact with embedded multimedia elements. This eco-friendly approach reduces paper waste while providing attendees with a convenient digital resource.

Virtubox Infotech Pvt Ltd has deployed their solutions at Pragati Maidan, Greater Noida Expo Center, and PHD Chamber of Commerce, receiving positive feedback from organizers and attendees. Their flexible rental options and pan-India services ensure accessibility and contribute to enhanced engagement, improved information dissemination, and streamlined event operations.

Let us extend a warm welcome to Virtubox Infotech Pvt Ltd and acknowledge their commitment to transforming the event industry with their state-of-the-art solutions. We look forward to their valuable contributions and collaborations within the IESA community.

Should you have any inquiries or wish to explore their offerings, please feel free to contact:

Pramodd Kumarh at: +91-9711929642 or pramodd.k@virtubox.io

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Expro Event and Exhibits: Powering the G20 meetings Experience



As the official production and management partner of the G20, Expro Event and Exhibits takes great pride in its remarkable nine-decade history of client service. Over the years, we have emerged as one of India's leading firms in event and exhibition infrastructure setup and services. Renowned as a market leader, Expro specializes in planning, designing, coordination, fabricating, setting up, and activating event spaces of all magnitudes. Our commitment to delivering comprehensive solutions ensures seamless and efficient operations for event venues.

Recently, we had the privilege of managing various high-profile meetings held under the G20 in different states of India. Our expertise and meticulous attention to detail were evident as we flawlessly executed these significant gatherings. From conceptualization to execution, Expro Event ensured that each meeting was a resound-



1ST ENERGY TRANSITIONS WORKING GROUP MEETING



ing success, leaving participants and organizers impressed with our professionalism and dedication.

With a total of 50+ meetings taking place in 25+ cities under 6 different ministries for the G20, Expro Event and Exhibits has

already successfully organized several of them. These include the 1st Sherpa Meeting in Udaipur, the 1st Development Working Group Meeting in Mumbai, the 1st Health Working Group Meeting in Thiruvananthapuram, the 1st Energy Transitions Working Group Meeting in Bengaluru, the 1st Environment and Climate Working Group Meeting in Bengaluru, and the 4th Edition of the Space Economy Leaders Meeting in Shillong, Meghalaya. These meetings were attended by delegates from India and other countries, with the participation of many international organizations. In addition to intense dis-



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cussions on these serious topics, we organized cultural performances, art exhibitions, and excursions to various destinations like the Kumbhalgarh Fort and The Ranakpur Temple Complex, providing a truly immersive "Indian experience."

Expro Event's ability to make every meeting a unique and memorable experience stems from our comprehensive approach. We



meticulously plan every aspect, taking into account design, logistics, technical requirements, and operational efficiency. Our skilled team works closely with clients, understanding their vision and objectives, and transforming them into reality.

With a rich legacy of service and a commitment to excellence, the highest standards of quality and customer satisfaction, and our presence in six major cities across India, Expro Event and Exhibits will con-

tinue to shape the event management landscape in India. We are dedicated to providing exceptional experiences, crafting events that leave a lasting impression and exceed expectations.

We are proud to be the trusted partner of the G20 and look forward to the opportunity to create more remarkable events that showcase India's capabilities on the global stage.



AutonomousXP: AI-Powered Event Revolutionizing the Industry

A team of visionaries is launching AutonomousXP, a groundbreaking event that utilizes artificial intelligence (AI) to make every decision. Scheduled for Los Angeles in February, the three-day experience aims to showcase AI's transformative capabilities in the event industry. Technologists, policy-makers, and AI professionals from around the world will gather to witness this innovative production.

AutonomousXP was born from a conversation among Margaret Launzel-Pennes, Mark Roberts, and Audry Hegwood, who envisioned an event where AI takes charge. The team has entrusted an AI tool named Mikey to handle financing, risk, sustainability, and other aspects. AI has already contributed significantly to planning, including generating budgets, suggesting topics, and drafting press announcements.

With the motto "AI no matter what," the event pushes the boundaries of AI's

potential. Mikey, as the AI-powered CEO, expresses excitement about leading the charge and unlocking new frontiers. Those interested in contributing to the program can join the waiting list on the event's website.

AutonomousXP represents an industry reinvention driven by the fusion of AI and human creativity. It promises to revolutionize event production and inspire collaboration in a future where AI transforms industries worldwide.





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Mod Interior: Shaping Extraordinary Exhibition Experiences



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At MOD Interior Pvt. Ltd., we are dedicated to transforming the exhibition landscape into a realm of extraordinary experiences. With over 23 years of experience, we have earned the prestigious certification from ITPO, solidifying our position as a leading exhibition organization. Our founder, Mr. Girish Gujral, laid the foundation for our success, and now we proudly welcome the next generation as Mr. Abhishek Gujral joins our ranks, spearheading international projects.

With a vibrant team of professionals specializing in design development and R&D, we have garnered immense respect within the industry. Our comprehensive range of services includes stall designing, stall fabrication, exhibition design, corporate gifting, event design, craft development, documentation, graphics design, event management, promotional activities, and display show windows. We are equipped to cater to diverse client needs, ensuring exceptional standards and delivering extraordinary results.



Operating in Pan India and expanding our reach to international markets such as the UAE, Europe, and China, MOD Interior is successfully delivering exceptional exhibitions and meeting all exhibition stand requirements. Our recent work for consistent clients at CPHI CHINA 2023 is a testament to our commitment to excellence.

With a team of highly experienced and skilled professionals, we execute projects to the highest standards. Our collaborative efforts and in-house facilities enable us to create captivating and impressive exhibition stands. At MOD Interior, we strive to go beyond expectations, ensuring each stand is a true reflection of our clients' vision and objectives.

As we continue our journey, we remain dedicated to shaping extraordinary exhibition experiences that leave a lasting impact. Join us in exploring new possibilities and witnessing the power of innovative design and seamless execution.



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Deepali Designs Shines at Khelo India University Games 2023 Opening Ceremony



Deepali Designs & Exhibits Pvt. Ltd. in Lucknow designed and executed the grand opening ceremony of the Khelo India University Games 2023 with grandeur and incredible success. Deepali Designs' exceedingly high standards of dedication, hard work, and technology have truly lived up to the ideology of 'No Mission is Impossible!'

The Khelo India University Games (KIUG) is a prestigious national-level multi-sport event that showcases the incredible talent of athletes from



universities across India. This year's 3rd edition of KIUG, held in Lucknow, Uttar Pradesh from May 25th to June 3rd, saw over 7,000 athletes representing more than 200 universities compete in 21 different sports disciplines, including some for the very first time!

Deepali Designs is a pioneer in the launch and management of large-scale technology-backed games events that require massive involvement and capabilities on a turn-key basis, as well as massive exhibitions, global level events, Mega sports leagues, and high-end fairs. They brought the event to life with a remarkable vision of vibrant colour, generating a profound sense of awe-inspiring admiration and wonder among the audience. As the stage came to life, it became a beacon of resilience, celebrating the pursuit of greatness.



Deepali Designs was able to bring a larger-than-life world of technology packed with anamorphic designs visual delight, magnificent shows, memorable celebration ceremonies, perfect ground overlays, and impeccable event management for the first time.

Deepali Designs presented, for the first time, a larger-than-life world of technology packed with anamorphic designs visual delight, magnificent shows, memorable celebration ceremonies, perfect ground overlays, and impeccable event management.

The mega vision of Deepali Design shone bright and created a larger-than-life event, "one of a kind" event of Khelo India University Game's opening ceremony.

This collaborative effort reminds us all that the true wonder of any event lies not only in the performances and live scenes but also in the dedication and expertise of the professionals who work tirelessly to bring visions to life.

It is their unwavering dedication that ensures seamless and smooth conduct of events like the Khelo India University Games and leaves a long-lasting impression on athletes, spectators, and the entire nation.



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Upcoming Exhibitions/Events

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01 - 03 July 2023	Vibrant India 2023	Nesco, Bombay Exhibition Center, Mumbai
04 - 07 July 2023	HGH India 2023	Bombay Exhibition Centre (BEC), Mumbai
05 - 07 July 2023	INDUS-tech Machine Tools & Automation Expo 2023	Art Hotel & Convention Center, Rudrapur, India
05 - 07 July 2023	Aluminium China 2023	Shanghai New International Expo Center, Shanghai, China
05 - 08 July 2023	PHOTONICS 2023	Indian Institute of Science, Bengaluru, India
06 - 08 July 2023	F&A Show New Delhi	Pragati Maidan, Delhi
06 - 08 July 2023	GAS India 2023	India Expo Mart, Greater Noida
06 - 08 July 2023	Fabrics & Accessories Trade Show India - Delhi	Pragati Maidan, Delhi
09 - 13 July 2023	Creativity Workshop - Florence 2023	Hotel Montebello Splendid Florence, Italy
12 - 15 July 2023	Machine Tool Surabaya 2023	Grand City Convention & Exhibition Centre, Surabaya, Indonesia
13 - 15 July 2023	Delhi Water Expo 2023	Pragati Maidan, Delhi
13 - 15 July 2023	Expo Paint & Coatings New Delhi 2023	Pragati Maidan, Delhi
14 - 16 July 2023	Vibrant India-2023	Pragati Maidan, Delhi
14 - 17 July 2023	Agri Intex 2023	CODISSIA Trade Fair Complex, Coimbatore, India
20 - 22 July 2023	Indian DJ Expo 2023	Pragati Maidan, Delhi
20 - 24 July 2023	GI Fair India 2023	India Expo Mart, Greater Noida
21 - 24 July 2023	INDEXPO - MADURAI 2023	IDA-Scudder Auditorium-Trade Centre, Velammal Medical College, Madurai
21 - 24 July 2023	Garment Technology Expo	India Expo Mart, Greater Noida
27 - 29 July 2023	Gifts World Expo 2023	Pragati Maidan, Delhi
27 - 29 July 2023	India Watch & Clock Fair 2023	Pragati Maidan, Delhi
28 - 30 July 2023	Digital Future Show 2023	Shanghai New International Expo Center Shanghai, China

IMPORTANT NOTICE: We advise to all readers, please double check the Dates / Venue and general information by directly visiting to the exhibitions' website. The above info might be changed due to unknown reason to us.



From the Editor's Desk

Dear IESA Members, esteemed companies, individuals, and the entire exhibition and event industry,

I extend my warmest greetings to each and every one of you. I hope this edition finds you in good health and wellbeing. Before we get into the latest news, I'd like to extend my heartfelt appreciation to all of you for being loyal readers and supporters of our newsletter. Your constant love and support have truly been priceless to us.

The world is changing quickly, and with it, the concept of sustainability has emerged as a new trend and a crucial effort for shaping a responsible future. It is a reflection of our collective commitment to creating a better world for generations to come.

With great pleasure, I am happy to welcome Virtubox as our newest member in the association. Their expertise and contributions will greatly benefit our members and open doors for fruitful business opportunities. Hope this joining will enhance the growth and success of both Virtubox and our members

In this edition, we tried to shine a spotlight on the exceptional work of some of our esteemed members, Expro Event & Exhibits, Mod Interiors Pvt. Ltd., and Deepali Design & Exhibits. Their outstanding achievements fill us with immense

pride, and we are honored to have such remarkable members as part of our association. Their creativity, passion, and dedication are instrumental in pushing the boundaries of excellence within our industry. We also want to Thank Mr. Mukul Aggarwal, Mr. Abhishek Gujral and Mr. Vinay Mittal for allowing us to feature their work in our newsletter and supporting us with writeup and pictures.

Furthermore, I would like to extend my warmest congratulations to all the new onboards of CII. Your addition to the organization marks the beginning of a new chapter filled with fresh perspectives and opportunities for growth.

As we constantly strive to provide you with valuable content, I would like to invite all our members to share their suggestions on topics they would like to read about in our upcoming editions. Your opinions and input are highly valued as we aim to deliver relevant and engaging content that meets your needs and aspirations.

Thank you for your constant encouragement. Your active engagement and readership are vital to the success of our Association. Let us work together to create a vibrant exhibition and event industry that values sustainability, collaboration, and innovation.

Warm regards,
Shashi Rawat

We value your feedback and suggestions! Please feel free to share your thoughts, suggestions, or any stories you'd like to be featured in the next edition of our newsletter. You can reach us at—shashi.iesa@gmail.com. We look forward to hearing from you.

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